



R *mgm*
RJ Reynolds
Tobacco Company

5/22
Alice -
Please make me
a copy
my

SALEM BUSINESS UNIT
PO BOX 1515
WINSTON-SALEM, NC 27102-1515
R

FAX TRANSMISSION COVER SHEET

DATE:	May 13, 1998	
TO:	MARK YOUNG FAX # 732-417-9076	
FROM:	RON GROUT FAX # 336/741-2300	
INSTRUCTIONS:		
PAGES TO FOLLOW:	5	

51842 9770

SALEM TEST MARKET — NEW YORK

March Performance

- SALEM brand share declined .11 versus February.
 - Second highest test market share to date.
 - 0.64 above expected trend.
- Performance stable in light of heavy competitive promotional activity (Newport B2G1F, Marlboro UL introduction).

	<u>Newport</u>	<u>Kool</u>	<u>Marlboro Menthol</u>	<u>SALEM</u>
Feb-Mar Share Chg	+0.60	-0.33	+0.29	-0.11
Share of Menthol Display	+9.46	-2.06	+3.36	-0.30
% CIV Any Promo	+14.34	+4.14	+17.52	-10.22
% Volume Any Promo	+2.73	+13.10	+15.76	+0.87

- Action plans:

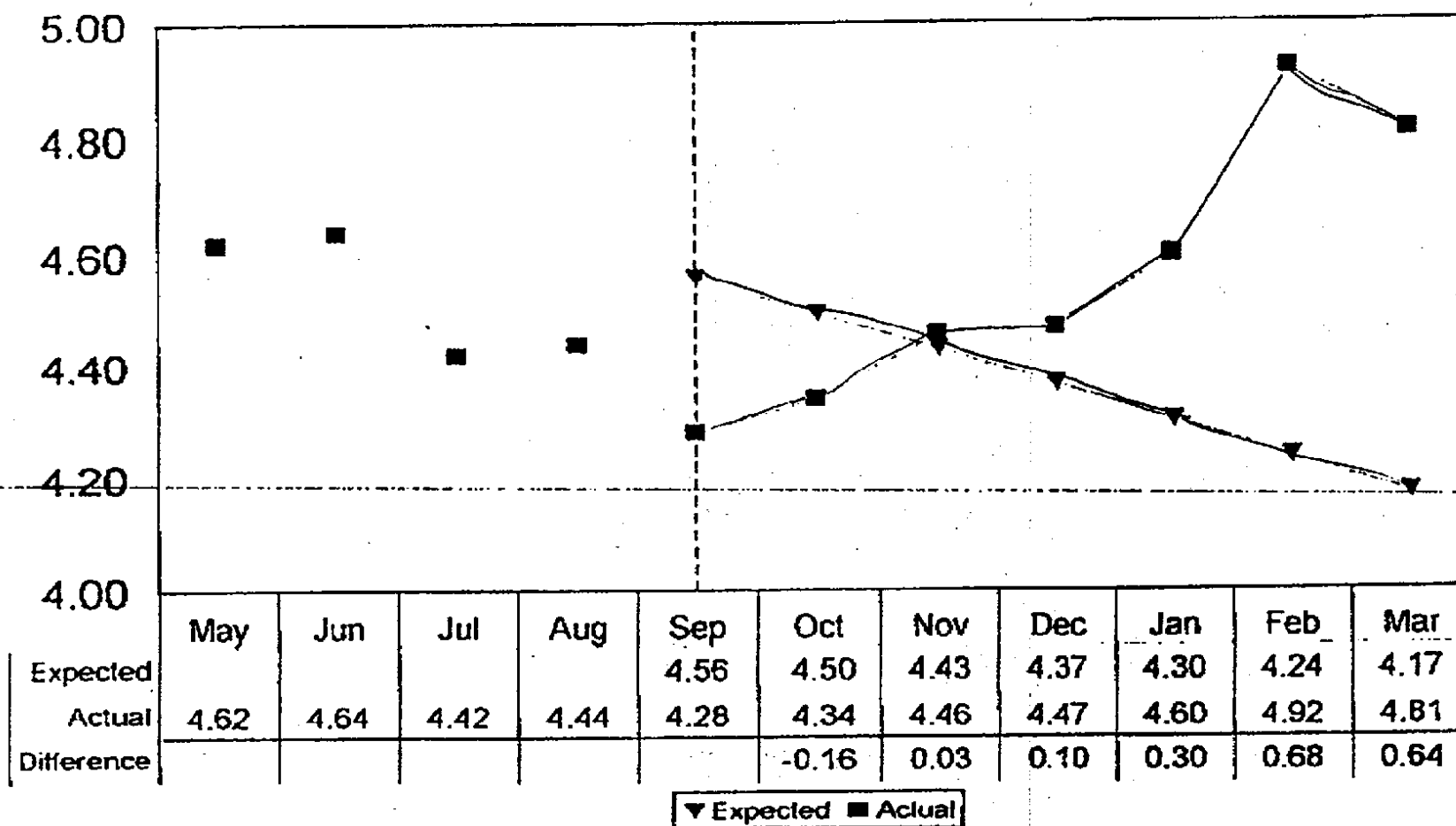
- Continue to drive positioning versus Newport.
- Continue push for distribution expansion.
- Drive increased display where possible; maintain current display levels.
- Closely monitor Marlboro Menthol short-term impact.
- Maintain ongoing discounting activity: snipe, DSD, DOD.

FF100M Box
included?

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Salem Test Market - New York

Salem Share of Market - Expected vs Actual



Actual Based on May - March Static Sample Expected: July 96 - September 97 Static 1

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May-13-98 12:36pm From:BJRT

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T-060 P.03/05 F-700

T-060 P. 04/05 F-700

9107412300

From-RJRT

May-13-98 12:36pm

OBVIOUS

ALL INFORMATION CONTAINED

NOTES

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